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AUTHOR Gurak, Laura J.
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ABSTRACT

Integrating theory and practice, this book is designed to teach presentation skills to students of technical communication, whose careers will involve making complex scientific and technical information accessible to a variety of audiences (including lay audiences). It focuses exclusively on technical communication and provides a rich, interdisciplinary approach to the subject. The book uses a rhetorical approach and balances it with some specific examples and outlines to provide a useful tool for learning about oral presentations in technical communication. After a preface, chapters in Part One, Presenting You, Presenting Your Message, are: (1) Oral Presentations in the Realm of Science and Technology; (2) Dealing with Nervousness; (3) Ethos, Memory, and Delivery; and (4) Other Techniques to Build Confidence. Chapters in Part Two, Audience, Purpose, Beginnings, Endings, are: (5) Know Your Audience; (6) Know Your Purpose; (7) The Importance of Strong Introduction and Conclusion; and (8) The Body of Your Presentation and How to Find Information. Chapters in Part Three, Types of Technical Presentations, are: (9) Presentations That Inform; (10) Presentations That Persuade and Convince; (11) Presentations that Offer a Strategy or Action Plan; and (12) Presentations That Explain How to Perform a Task. Chapters in Part Four, Science, Technology, and Non-Expert Audiences, are: (13) Technical Presentations: Beyond Efficiency; (14) Shifting Science and Technology to the Public; (15) Using Analogy to Explain Technical Ideas; and (16) Visual versus Verbal Communication. Chapters in Part Five, Presentations and Technologies, are: (17) Using Presentation Software; (18) Other Technologies for Oral Presentations; (19) Can I Use This Clip Art? Legal and Ethical Issues When Creating Presentations; and (20) Privacy, Censorship, and Oral Presentations. (RS)

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